

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 2

Program Name		New York Time Duration Day		Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name		New York Time Duration Day		Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
					Households (000)	%	Share %										Households (000)		
EVENING																			
A TEAM		8:00	60 TUE.	N	18,520	22.1	35	210	99	KATE & ALLIE		9:00	30 MON.	C	13,740	16.4	25	196	99
ABC BUSINESS BRIEF-MON		8:58	01 MON.	A	12,150	14.5	22	204	99	KNIGHT RIDER		8:00	60 SUN.	N	11,980	14.3	24	204	99
ABC BUSINESS BRIEF-WED		8:58	01 WED.	A	13,320	15.9	25	205	99	KNOTS LANDING		10:00	60 THU.	C	11,560	13.8	24	199	98
ABC BUSINESS BRIEF-FRI		8:44	01 FRI.	A	12,650	15.1	26	194	98	LOVE BOAT		9:00	60 SAT.	A	14,670	17.5	30	206	99
ABC MONDAY NIGHT MOVIE		9:00	120 MON.	A	10,390	12.4	20	205	99	MAGNUM, P.I.		8:00	60 THU.	C	15,500	18.5	30	202	97
ABC MOVIE SPECIAL(S)		9:00	120 WED.	A	10,480	12.5	21	205	99	MAMA MALONE		8:30	30 WED.	C	8,970	10.7	17	195	98
ABC NEWSBRIEF-M-F		VAR	VAR M-F	A	10,980	13.1	21	195	97	MASQUERADE		9:00	60 FRI.	A	8,880	10.6	18	195	97
ABC NEWSBRIEF-SAT.		9:58	01 SAT.	A	13,160	15.7	27	203	99	MASTER		9:00	60 FRI.	N	8,720	10.4	18	171	93
ABC NEWSBRIEF-SUN.		10:05	01 SUN.	A	15,420	18.4	32	199	98	MATT HOUSTON		10:00	60 FRI.	A	11,400	13.6	25	198	98
ABC SPORTS UPDATE-SAT		8:58	01 SAT.	A	13,740	16.4	29	202	99	MOVIE OF THE WEEK-SAT(S)		9:00	120 SAT.	N	9,390	11.2	20	190	96
ABC SPORTS UPDATE-SUN		8:31	02 SUN.	A	13,070	15.6	26	200	99	MOVIE OF THE WEEK-TUE(S)		9:00	120 TUE.	N	17,770	21.2	34	205	99
ABC SUNDAY NIGHT MOVIE		9:00	148 SUN.	A	15,000	17.9	32	205	99	NBC MONDAY NIGHT MOVIES		8:00	180 MON.	N	14,670	17.5	28	205	99
ABC WORLD NEWS TONIGHT		6:30	30 M-F	A	8,130	9.7	18	206	99	NBC NEWS DIGEST-M-F		VAR	01 M-F	N	11,230	13.4	21	182	87
ABC WRLD NEWS TONIGHT-SUN		6:30	30 SUN.	A	4,020	4.8	11	158	89	NBC NEWS DIGEST-2-M-F		VAR	01 MWF	N	10,640	12.7	21	177	90
AFI SALUTE-LILLIAN GISH(S)		9:00	90 TUE.	C	7,210	8.6	13	197	98	NBC NEWS DIGEST-SAT		8:58	01 SAT.	N	7,460	8.9	16	180	91
A.K.A. PABLO		8:30	30 TUE.	A	10,640	12.7	20	204	99	NBC NEWS DIGEST-SUN		8:58	01 SUN.	N	11,730	14.0	23	185	91
AMERICAN PARADE		8:00	60 TUE.	C	9,720	11.6	18	198	99	NBC NEWS DIGEST-2-SUN.		9:59	01 SUN.	N	9,550	11.4	19	175	87
BEAR'S EASTER SURPRISE(S)		8:30	30 FRI.	N	8,300	9.9	17	187	95	NBC NIGHTLY NEWS-SAT.		6:36	24 SAT.	N	5,950	7.1	15	164	91
BENSON		8:00	30 FRI.	A	12,230	14.6	26	199	99	NBC NIGHTLY NEWS-SUN		6:30	30 SUN.	N	5,780	6.9	16	171	88
BLUE THUNDER		8:00	60 MON.	A	12,570	15.0	23	202	98	NBC NIGHTLY NEWS		6:30	30 M-F	N	8,720	10.4	20	205	99
CAGNEY & LACEY		10:00	60 MON.	C	14,330	17.1	29	197	99	NBC REPORTS:ASSAULT(S)		10:00	60 FRI.	N	4,360	5.2	10	192	96
CBS EVENING NEWS-RATHER		6:30	30 M-F	C	9,890	11.8	22	203	99	NBC SUNDAY NIGHT MOVIE		9:00	120 SUN.	N	11,310	13.5	23	190	96
CBS EVENING NEWS-DEAN		6:00	30 SUN.	C	6,870	8.2	20	180	90	NEWHART		9:30	30 MON.	C	13,740	16.4	26	198	99
CBS SAT. NEWS-SCHIEFFER		6:30	30 SAT.	C	7,630	9.1	20	167	90	NEWSBREAK-M-F		VAR	01 M-F	C	11,400	13.6	22	188	94
CBS SATURDAY NIGHT MOVIE		9:00	120 SAT.	C	11,400	13.6	24	200	99	NEWSBREAK-SAT.		8:58	01 SAT.	C	7,040	8.4	15	181	91
CBS WEDNESDAY NIGHT MOVIE		9:00	120 WED.	C	11,820	14.1	23	185	92	NEWSBREAK-SUN.		9:05	01 SUN.	C	9,050	10.8	17	199	98
CHEERS		9:00	30 THU.	N	12,400	14.8	24	197	92	ONE DAY AT A TIME		8:00	30 WED.	C	10,060	12.0	20	190	98
DAFFY DUCK'S EASTER SHOW(S)		8:30	30 MON.	C	15,000	17.9	27	204	99	REAL PEOPLE		8:00	60 WED.	N	12,230	14.6	24	198	98
DIFF'RENT STROKES-SAT.		8:00	30 SAT.	N	11,230	13.4	25	200	98	RIPLEY'S BELIEVE IT-NOT		7:00	60 SUN.	A	9,300	11.1	21	185	95
DOUBLE TROUBLE		9:30	30 WED.	N	13,740	16.4	26	192	97	ST. ELSEWHERE		10:00	60 WED.	N	10,730	12.8	22	208	98
DUCK FACTORY		9:30	30 THU.	N	10,220	12.2	20	202	99	SHAPING UP		9:30	30 TUE.	A	17,180	20.5	31	205	99
DUKES OF HAZZARD		8:00	60 FRI.	C	10,730	12.8	22	202	99	SIMON & SIMON		9:00	60 THU.	C	17,350	20.7	33	202	97
FACTS OF LIFE		9:00	30 WED.	N	15,750	18.8	30	195	98	60 MINUTES		7:00	60 SUN.	C	15,000	17.9	35	205	99
FALL GUY		8:00	60 WED.	A	14,250	17.0	28	207	99	SMURFS SPRINGTIME SPECIAL(S)		8:00	30 FRI.	N	8,550	10.2	18	189	96
FAMILY TIES		8:30	30 THU.	N	11,820	14.1	23	189	91	SPECIAL MOVIE PRSNT-FRI(S)		9:00	120 FRI.	C	16,090	19.2	34	203	98
FANTASY ISLAND		10:00	60 SAT.	A	10,810	12.9	24	206	99	SPECIAL MOVIE PRSNT-SUN(S)		8:00	180 SUN.	C	8,380	10.0	17	201	99
FATHER MURPHY		7:00	60 SUN.	N	3,850	4.6	9	150	82	T.J. HOOKER		8:00	60 SAT.	A	12,320	14.7	27	202	99
FINE ROMANCE(S)		10:30	30 TUE.	C	5,110	6.1	11	196	97	THAT'S INCREDIBLE		8:00	60 THU.	A	10,060	12.0	20	192	96
FOUL UPS, BLEEPs-BLUNDERS		8:00	30 TUE.	A	12,910	15.4	25	202	98	THREE'S COMPANY		9:00	30 TUE.	A	17,260	20.6	31	205	99
GIMME A BREAK		8:00	30 THU.	N	12,070	14.4	24	188	90	20/20		10:00	60 THU.	A	13,830	16.5	28	202	99
HARDCASTLE & MCCORMICK		8:00	60 SUN.	A	12,820	15.3	26	201	99	TWO MARRIAGES		9:00	60 THU.	A	9,890	11.8	19	190	95
HART TO HART		10:00	60 TUE.	A	14,750	17.6	30	203	99	WEBSTER		8:30	30 FRI.	A	13,410	16.0	27	201	98
HILL STREET BLUES		10:00	60 THU.	N	12,650	15.1	26	212	99	WHIZ KIDS		8:00	60 SAT.	C	6,120	7.3	13	188	96
IT'S FLASHBEAGLE C. BROWN(S)		8:00	30 MON.	C	14,580	17.4	27	205	99	NUMBER OF PROGRAMS		88							
JENNIFER SLEPT HERE		8:30	30 SAT.	N	10,640	12.7	23	197	98										

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 4

Program Name	New York Time				NIELSEN AVERAGE			No.	Prog.					
	Duration	Day	Ntwk		Households	Share	%							
					(000)	%	%	Sta.	Covg.					
LATE FRINGE														
ABC NEWS:NIGHTLINE	11:30	30 M-F	A		4,860	5.8	16	192	96					
ABC WEEKEND REPORT-SAT.	11:00	15 SAT.	A		3,940	4.7	10	160	87					
ABC WEEKEND REPORT-SUN.	11:28	15 SUN.	A		3,020	3.6	10	163	90					
CBS NEWS NIGHTWATCH-1	2:00	30 M-THSUC			1,010	1.2	13	69	68					
CBS NEWS NIGHTWATCH-2	2:30	210 M-THSUC			1,010	1.2	23	105	89					
CBS SUNDAY NEWS-OSGOOD	11:00	15 SUN.	C		3,690	4.4	9	131	69					
DAVID LETTERMAN I	12:30	30 M-TH	N		2,510	3.0	15	187	96					
DAVID LETTERMAN II	1:00	30 M-TH	N		1,680	2.0	13	187	96					
EYE ON HOLLYWOOD	12:00	VAR M-F	A		1,420	1.7	6	123	71					
FRIDAY NIGHT VIDEOS	12:30	90 FRI.	N		3,020	3.6	17	199	98					
LATE MOVIE I	11:30	VAR M-F	C		5,030	6.0	20	173	89					
LATE MOVIE II	VAR	VAR M-F	C		3,270	3.9	21	173	89					
NBC LATE NIGHT MOVIE	11:30	120 SUN.	N		840	1.0	5	73	43					
SATURDAY NIGHT	11:30	73 SAT.	N		6,540	7.8	23	204	99					
TONIGHT SHOW	11:30	60 M-F	N		5,700	6.8	21	207	99					
NUMBER OF PROGRAMS 15														

WEEKDAY DAYTIME

ABC DAYTIME NEWSBRIEF-M-F	1:57	02 M-F	A		6,120	7.3	23	191	96					
ABC WORLD NEWS-MORN-615A	6:15	15 M-F	A		1,170	1.4	15	95	72					
ABC WORLD NEWS-MORN-645A	6:45	15 M-F	A		1,930	2.3	16	155	87					
ALL MY CHILDREN	1:00	60 M-F	A		6,790	8.1	26	206	99					
ANOTHER WORLD	2:00	60 M-F	N		4,530	5.4	19	203	99					
AS THE WORLD TURNS	1:30	60 M-F	C		6,290	7.5	25	204	99					
BENSON DAYTIME	11:00	30 M-F	A		3,350	4.0	16	178	90					
CAPITOL	2:30	30 M-F	C		5,200	6.2	22	193	96					
CBS EARLY MORNING NEWS	6:30	30 M-F	C		1,340	1.6	16	133	89					
CBS MORNING NEWS 1	7:30	30 M-F	C		2,680	3.2	14	194	99					
CBS MORNING NEWS 2	8:30	30 M-F	C		2,770	3.3	14	195	99					
DAYS OF OUR LIVES	1:00	60 M-F	N		6,370	7.6	24	207	99					
DREAM HOUSE	11:30	30 M-F	N		4,270	5.1	20	182	91					
EDGE OF NIGHT	4:00	30 M-F	A		2,680	3.2	10	126	70					
FACTS OF LIFE M-F	10:00	30 M-F	N		4,530	5.4	21	152	89					
FAMILY FEUD	12:00	30 M-F	A		4,020	4.8	18	174	87					
GENERAL HOSPITAL	3:00	60 M-F	A		7,290	8.7	27	206	99					
GOOD MORNING, AMERICA-730	7:30	30 M-F	A		4,440	5.3	24	206	99					
GOOD MORNING, AMERICA-830	8:30	30 M-F	A		4,940	5.9	24	204	99					
GUIDING LIGHT	3:00	60 M-F	C		6,540	7.8	25	203	99					
HOT POTATO	12:00	30 M-F	N		2,770	3.3	12	151	72					
LOVING	11:30	30 M-F	A		3,440	4.1	16	199	96					
MATCH GM/HOLLYWOOD SQS HR	3:00	60 M-F	N		3,350	4.0	13	156	78					
NBC NEWS AT SUNRISE	6:30	30 M-F	N		1,510	1.8	13	169	90					
NBC NEWS DIGEST-DAYTIME	2:57	01 M-F	N		3,850	4.6	16	199	98					

WEEKEND DAYTIME

ABC WEEKEND SPECIALS	12:00	30 SAT.	A		3,690	4.4	16	185	93					
ABC WIDE WORLD-SPORTS SAT	5:00	90 SAT.	A		6,030	7.2	17	200	98					
ALVIN AND THE CHIPMUNKS	10:30	30 SAT.	N		6,200	7.4	27	202	97					
AMERICAN BANDSTAND	12:30	60 SAT.	A		2,850	3.4	12	170	86					
AMERICAN SPORTSMAN	1:59	30 SUN.	A		3,100	3.7	11	163	83					
BENJIZAX & THE-PRINCE	12:30	30 SAT.	C		2,510	3.0	10	152	73					
BEST OF SCOOPY DOO	11:30	30 SAT.	A		3,770	4.5	16	191	95					
BISKITTS	12:00	30 SAT.	C		2,770	3.3	12	152	73					
BUGS BUNNY/ROAD RUNNER 1	10:30	30 SAT.	C		4,110	4.9	18	200	98					
BUGS BUNNY/ROAD RUNNER 2	11:00	30 SAT.	C		4,780	5.7	20	196	97					
BUGS BUNNY/ROAD RUNNER 3	11:30	30 SAT.	C		4,440	5.3	19	185	93					
CAPTAIN KANGAROO-SAT	7:00	60 SAT.	C		1,090	1.3	13	130	84					
CBS CHILDREN'S FILM FEST.	1:30	30 SAT.	C		1,510	1.8	6	117	61					
CHARLIE BROWN&SNOOPY SHOW	8:00	30 SAT.	C		1,930	2.3	15	184	94					
DUNGEONS AND DRAGONS	9:30	30 SAT.	C		4,270	5.1	21	195	98					
FACE THE NATION	10:30	30 SUN.	C		2,010	2.4	9	135	88					
FLINTSTONE FUNNIES	8:00	30 SAT.	N		2,680	3.2	21	196	96					
HERITAGE GOLF CLASSIC-SAT(S)	2:00	90 SAT.	C		3,600	4.3	15	187	97					
HERITAGE GOLF CLASSIC-SUN(S)	3:30	150 SUN.	C		5,700	6.8	19	198	99					
IN THE NEWS- 8.26AM	8:26	03 SAT.	C		1,760	2.1	13	184	94					
IN THE NEWS- 9.56AM	9:56	03 SAT.	C		3,690	4.4	18	196	98					
IN THE NEWS-10.26AM	10:26	03 SAT.	C		3,940	4.7	18	190	96					
IN THE NEWS-11.56AM	11:56	03 SAT.	C		3,850	4.6	16	185	93					
IN THE NEWS-12.26PM	12:26	03 SAT.	C		2,680	3.2	11	152	73					
IN THE NEWS-12.56PM	12:56	03 SAT.	C		2,260	2.7	9	152	73					

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	Share %			
WEEKEND DAYTIME (CONT)									
IN THE NEWS- 1.26PM	1:26	03 SAT.	C	2,010	2.4	8	141	72	
LITTLES	10:30	30 SAT.	A	3,350	4.0	15	197	96	
MEET THE PRESS	12:30	30 SUN.	N	2,180	2.6	9	180	97	
MENUDO-10:25AM	10:25	04 SAT.	A	3,350	4.0	15	200	99	
MENUDO-11:55AM	11:55	04 SAT.	A	3,940	4.7	17	191	95	
MR. T	11:00	30 SAT.	N	5,610	6.7	24	203	96	
MONCHHICHIS	8:00	30 SAT.	A	2,680	3.2	21	188	95	
NBA PLAYOFF GAME-SAT(S)	3:30	158 SAT.	C	4,360	5.2	14	194	98	
NBA PLAYOFF GAME-1	1:00	150 SUN.	C	6,540	7.8	24	198	99	
NBC MAJOR LEAGUE PRE GAME	3:02	16 SAT.	N	5,110	6.1	21	205	99	
NBC MAJOR LEAGUE BASEBALL	3:18	198 SAT.	N	6,370	7.6	20	204	98	
NEW FAT ALBERT SHOW	1:00	30 SAT.	C	2,180	2.6	9	141	71	
NEW SCOOPY & SCRAPPY DOO	9:00	30 SAT.	A	3,600	4.3	20	199	99	
NUTRASWEET WTA CHAMP-SAT(S)	1:30	92 SAT.	N	2,260	2.7	10	171	87	
NUTRASWEET WTA CHAMP-SUN(S)	2:30	120 SUN.	N	2,770	3.3	10	181	90	
ONE TO GROW ON-8:28AM	8:28	02 SAT.	N	3,020	3.6	22	196	96	
ONE TO GROW ON-8:58AM	8:58	02 SAT.	N	3,600	4.3	22	198	98	
ONE TO GROW ON-10:28AM	10:28	02 SAT.	N	6,540	7.8	30	209	99	
ONE TO GROW ON-10:58AM	10:58	02 SAT.	N	5,870	7.0	25	202	97	
ONE TO GROW ON-12:28PM	12:28	02 SAT.	N	3,440	4.1	14	153	73	
PAC-MAN	9:30	30 SAT.	A	3,520	4.2	17	200	99	
PRO BOWLERS TOUR	3:30	90 SAT.	A	5,450	6.5	18	182	94	
PUPPY-FURTHER ADVENTURES	11:00	30 SAT.	A	3,600	4.3	15	197	96	
RASCALS/RICHIE RICH	8:30	30 SAT.	A	3,350	4.0	21	195	98	
RUBIK, THE AMAZING CUBE	10:00	30 SAT.	A	3,690	4.4	17	199	99	
SATURDAY SUPERCAR	8:30	60 SAT.	C	2,850	3.4	17	192	95	
SCHOOLHOUSE ROCK-8:25AM	8:25	04 SAT.	A	3,440	4.1	25	188	95	
SHIRT TALES	8:30	30 SAT.	N	3,520	4.2	22	198	98	
SMURFS I	9:00	30 SAT.	N	4,860	5.8	26	210	99	
SMURFS II	9:30	30 SAT.	N	5,870	7.0	29	209	99	
SMURFS III	10:00	30 SAT.	N	6,700	8.0	31	210	99	
SPIDERMAN/HULK 1	11:30	30 SAT.	N	3,850	4.6	16	153	73	
SPIDERMAN/HULK 2	12:00	30 SAT.	N	3,770	4.5	16	152	73	
SPORTSBEAT	3:00	30 SAT.	A	1,680	2.0	8	152	83	
SPORTSWORLD	4:30	90 SUN.	N	3,440	4.1	11	179	93	
SUNDAY MORNING	9:00	90 SUN.	C	3,850	4.6	20	169	95	
TARZAN LORD OF-JUNGLE	10:00	30 SAT.	C	3,440	4.1	16	190	96	
THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A	3,270	3.9	14	174	95	
THUNDARR(B)	12:30	30 SAT.	N	3,520	4.2	15	125	68	
USFL FOOTBALL	2:30	221 SUN.	A	5,360	6.4	18	189	95	
NUMBER OF PROGRAMS 65									

A Partial time interruption within program.

* Includes delays which occurred after the week covered by this report.

(B) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 83,800,000

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